

**2010 Census Operational Briefing Transcript  
National Press Club  
December 14, 2009**

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**STEPHEN BUCKNER:** Good morning, everyone. My name is Stephen Buckner. I'm with the Census Bureau's Public Information Office. I'd like to welcome you here to the second operational press briefing for the 2010 Census. This morning, Dr. Robert Groves, our director, will be talking about address canvassing and the current status of operations for the 2010 Census. His comments will be about twenty to twenty-five minutes, followed by a question and answer period. If you're on the telephone, we do have a press kit on our online newsroom that you can click on. And we'll also be able to allow questions on the phone. So please just queue up with the operator and we'll get to you when we can, based on the people in the room as well.

Without further ado, Dr. Groves.

**DR. ROBERT GROVES:** Good morning. Thank you for coming here. This is the second update we've had since my coming to the Census Bureau in July. And we'll try to do these every once and awhile to make sure that everyone is up to speed on how we're coming along on the preparations. As you know, since 1790, the census has been done every ten years. And each of those ten years, we do the same thing. We enumerate everyone in the population. And we try to place them at their residential location, so we count all persons in their usual abode, as the founding fathers said.

This decade, we have the shortest census in our lifetimes. It's a census that can be completed in about ten minutes by every household throughout the country. So it's an easy thing to do. We're happy about that.

Let me give you a rundown of the basics of the timing of the decennial census this year. In mid-to late-[January], there'll be a start of the paid advertising campaign that will go on throughout the country, so a big event that we're preparing for now. At the end of January, we will start enumeration in the State of Alaska. We have to start early up there because of weather conditions.

In March, the vast majority of the population will receive their questionnaires at their homes, most of them through the Postal Service. April 1 is census day. We ask everybody to return their forms by April 1. And we hope everyone does so. But if they don't, starting in May, and from May through July, we'll have a large set of people going throughout the country knocking on the doors of those folks who weren't able to return their questionnaires, and we'll do interviews with them in a face-to-face way.

We're under a very hard deadline to return the counts of the decennial census on December 31st, 2010, to the President. It is those counts that determine the apportionment of the House of Representatives going forward. And then in about April of 2011, we will distribute the data that will allow each state to redistrict their state for representation.

I'm going to do three things today. I want to give you an update on how the preparations are coming for this massive event that we call the decennial census. I'll say a few special words about the hiring process, because we're hiring large sets of people over the next few months. And then I'll say a few things about the address list. This is the key file that we use to mail out all of the questionnaires around the country. And we have to get this right to produce a good census. First, how are we doing? On administration and processing first, we have successfully opened up about five hundred local census offices throughout the country. We're in place. That's the total we're expecting. They're getting staff. They're up and running. They're doing their thing. We have opened three very large processing centers, one in Baltimore, one in Phoenix, and one in Jeffersonville, [Indiana]. These processing centers are filled with machines, electronic scanners and sorters that can process tens of thousands of questionnaires every hour. It's a massive operation.

And then we have already printed hundreds of millions of forms. Your press kit has a picture of one of our warehouses in the country, stacked up with kits for interviewers with forms of various kinds. It gives you a sense of how ready we are. We're ready to go on the form printing. Still some forms are being printed. We're putting labels on the questionnaires that will be mailed out over the coming weeks.

Outreach and advertising — we have successfully formed partnerships with 135,000 organizations around the country. Now let me tell you what a partner is. A partner is an organization that volunteers to help us out. They volunteer to get the message out about the census to their group. Some of these partners are national partners. Some are large corporations like Target and Best Buy, like AARP and Campbell's Soup, like the NAACP and several media, Black Entertainment Television, Telemundo, Univision, and the Urban League.

We have national partners. And then we have local partners. The local partners are the heartbeat of the system. They reach out to local communities, to local neighborhoods to get the word out about why the participation in the census is important.

So first, on outreach, partners are really important for us. These are voluntary arrangements, non-contractual. People help us get the message out because they realize their group will benefit from their participation in the census. And then we have complete count committees. Complete count committees are down at the local level; often named by a local mayor. They often break up into subcommittees. Some subcommittees focus on education, some on social services, some on the business community, some on ethnic and cultural groups. And they spearhead the effort to get the word out in their cities.

We have over 9,100 of those spread throughout the country. Thirty-seven states have formed complete count committees. A lot of ethnic groups have formed national complete count committees. And we're looking for more, and we're also focused entirely with our 3,000 partnership specialists on energizing those partners throughout the country.

This decade, more than any other decade in my experience, we have tailored our methods to very small areas. We have gotten pairs of our folks at every local census office to focus in on individual small areas that we call census tracts. We focused on the hard to enumerate tracts —

we mean by that, those areas, those neighborhoods that in the year 2000 had very low return rates or have characteristics since 2000 that suggest that their behavior in the 2010 Census might be less than ideal.

We're tailoring our methods, our outreach, our ties with local religious and social leaders in those neighborhoods, to the neighborhood itself. I'm very excited about what we call those tract action plans, because I think that will localize the census efforts in a particularly effective way.

We've also launched throughout the country a program called Census in Schools, where from K to 12, there are curricular materials that teach the census, teach a little geography, a little arithmetic, map reading skills and so on, but also teach a civics lesson about how the participation in the census is a key thing for all communities.

We'll begin a road tour with thirteen vehicles around the country, stopping at local events in neighborhoods and areas, small fairs, small block parties and so on, to spread the word in a particularly effective way, face-to-face.

Let me say a few things about software and systems development. We have run, just a few days ago, a very large load test of the key components of the software that will allow us to manage the overall census. That software load test involved thousands of people around the country. So we had a lot of clerks in our local census offices banging on the system, looking for weaknesses in the system. It was a successful test in that we found glitches at various points in the system. One system indeed wasn't part of the test because of a glitch. Each of these glitches have solutions we've already identified. And actually tomorrow, we'll do a follow-up test. We'll do software testing in an iterative fashion, prior to production to make sure these large sets of software systems work well when we need them in production.

We've completed a variety of operations successfully, on-time, under budget. They include a massive outreach to the country, looking at group quarters. These are facilities like assisted living facilities and dormitories and anywhere where groups of unrelated individuals live. Last census, those caused us problems, especially problems of duplication. And we want to get that right. And so we've added an operation that we've just completed. We're also doing the listing, the sample address listing for the tool that we use to evaluate the overall census, that we call the census coverage measurement procedure. That is going quite well. And we're in good shape on that.

We're also recruiting. And this is the second major point I wanted to make. If you've read newspapers in local areas throughout the country, you'll see small articles that say, "The census has jobs for people." And at this time, in this recession that we're all going through, these jobs are valued by the population. We are recruiting, over this fiscal year, over 3.8 million applicants in order to fill 1.2, 1.4 million jobs. At any one point, not that many people will be employed. But the biggest portion of that employment will be in the nonresponse follow-up stage, May through July, where about 700,000 people will be working for us knocking on doors of those who did not return their questionnaires.

The hiring process that we're going through reaches out to unemployment persons disproportionately. We're advertising at unemployment offices. We're advertising in local media, radio and print, to make sure that everyone who needs a job knows about the job opportunities. We are hiring locally. What does that mean? We want to hire people in the neighborhoods where they'll work. We've learned over the decades that hiring people who know the neighborhoods, who know the streets, who know the lifestyles and the goings and comings of neighborhoods work better. This is especially true when we have areas that have non-English speakers. We will hire disproportionately bilingual interviewers to help us at that stage in order to reach out and speak the language of the residents.

Every applicant goes through a test, a background application that describes their background, as well as their criminal history. And as part of our paramount concern of the safety of both the American public and our enumerators, we put all of our applicants through a name check on the FBI data set. The name check submits their name, their Social Security number, their date of birth, and their gender to the FBI system. And we check for criminal histories based on the FBI. We also have gone beyond that. We did that in 2000. We're doing something extra this decade with regard to safety of the American public. And that is, we're taking fingerprints on all applicants and submitting those, even though that adds very few new discoveries of criminal histories, we're doing it because of the concerns.

We're also concerned about the safety of our enumerators. And we have a variety of procedures when our enumerators go to areas where their crime rates are high, to protect them, to go in pairs, to have escorts, to help out in various ways to make sure they're safe on their job. We're very concerned about that, and we're acting aggressively to make sure that both our enumerators are safe and the American public is safe.

On the criminal history check, if there are any felony convictions for crimes such as murder, sex offenses, robbery, voter fraud, aggravated assault, weapons charges, grand theft, child molestation, any conviction like that, you are ineligible to work as an enumerator. If there are less serious convictions of less serious crimes, then you can be hired, only if the applicant can demonstrate the extenuating circumstances that prove beyond a doubt that they don't pose a risk to the American public.

I can't emphasize this enough — the safety of the American public is of paramount concern to the Census Bureau, because we need to rely on the cooperation of the American public to do a good census.

Finally and third, let me talk about the address list that is so important to a successful census. We have completed many of the processes, but the process continues. As you may know, we did a massive exercise in the summer where about 150,000 listers went out on every road and street in the country and listed addresses. They came armed with a list of addresses that we built up over the decade with cooperation from the Postal Service and other sources, especially local governments. We went out with 145 million addresses on this list. Sixty-seven percent of those were completely fine. All the address components were correct. We were able to find the unit and we took a GPS coordinate on it.

But some of them we couldn't find. And so when all is said and done at the end of this process, our address list consists of about 134 million addresses. Now, how do you evaluate that operation? Well, an independent estimate of the number of housing units in the population comes pretty close to that. We're about two percentage points high on the 134. That compares to about five percentage points high in the 2000 address list. I remind us that the 2000 address list had a variety of duplicates. So coming closer to that independent benchmark is a good thing in our belief.

About less than one percent of these addresses have insufficient information to mail. We're going to handle those with special follow-up operations. That occurs in every census. About 100,000 of the addresses (we're estimating this right now; we're going through them) we have a fine address, but we can't place them exactly in the block they belong. And we're going through a special operation at the local area to update geographical information on those. And we'll deal with those with follow-up operations.

I want to give a special thanks to a set of local governments that supplied a set of addresses to us to help us in this process. We have just delivered back to them recently the addresses we were able to find that they gave us, the addresses that we weren't able to find. And they're checking over those right now. And they'll go back and give us their reactions to that address list quite quickly. This is called the LUCA process. This is part of a process built into the census. It's a great local/Federal cooperative procedure.

We're also out with local governments seeking their help in identifying new construction that's being built right now. And then we're going to get a new update from the Postal Service of new addresses. We've gotten one in October. We'll get another one. We are constantly updating the address list to make sure it's up-to-date. And we'll keep doing it. Those late adds to this address list, many of them will not get mailed questionnaires, but we'll follow up in later operations.

I think I can conclude now by noting that we're entering a special time in the 2010 Census. The plan has been set. The operations are being assembled for production use. You will see in coming weeks more and more activities. You'll see an advertising campaign in just a few weeks. You'll see a lot more activity of the initial operations. It is a time for all of us, but especially social, political, religious leaders around the country to get the word out that everyone needs to participate in this census. For the good of the country, everyone needs to participate. And we need to get the word out that this is an important thing to do, that it's easy to do, and that it's especially safe because of our strong laws.

So I thank you for being here. I'm happy to field questions.

**STEPHEN BUCKNER:** This will begin the question and answer period. Again, for those of you on the phone, we will get to you as we take questions here in the room from the director. If you please, state your name and also your media affiliation before asking the question. Thank you.

**QUESTION:** I'm Deborah Berry. I'm with Gannett's Washington bureau. Mr. Groves, can you talk more about the efforts to energize these local count groups as well as talk about efforts to



ensure or increase participation among people of color who feel like they've been traditionally undercounted?

**DR. ROBERT GROVES:** Absolutely. Let me tell you some stories from my going around the country. These Complete Count Committees that exist at the neighborhood level and the city level are inventing their own solutions to energize their local communities. These are really fascinating things to do. There are some local cities that have put magnetic signs on all the garbage trucks and all the city trucks, that says, "The census is coming. It's time to get out there."

There are census booths at block parties and local community centers here and there. There are wonderful outreaches through the Census in Schools program. I was in St. Louis just a few days ago with a set of first graders who completed one of the exercises for first grade that we do. And that is a class census. And all of them reported on whether they took a bus to school or took their car or walked. And that was the information that the census provided for the group.

All of these things that we attempt to do are efforts to, in a set of words and concepts that fit each group, communicate that their group participation is important. For groups that are traditionally undercounted, we are reaching out with a level of energy that we never had before. We have three thousand partnership specialists. Last decade, we had a fifth of that number. This is the result of stimulus funding. These partners, these partnership specialists are really down at a block by block level now, trying to reach out as much as possible. Some groups in some areas are not as energized as other groups in other areas. We always have that problem. And we're working and reaching out to local leadership. And by leadership here, it's not just the politicians. It's faith-based leaders. It's social leaders. It's community leaders that are connected to the different groups that we need counted. And the message is always the same — you only benefit yourself, your family, your community when you participate. Nothing of benefit comes to you if you fail to participate in the census. You're harmed indirectly.

**QUESTION:** Good morning, Dr. Groves. Max Cacas from Federal News Radio and WTOP Radio. You talked about the address count and the process of tabulating addresses. And one of the tools that the enumerators were supposed to be using in this early phase of the address count were the hand-held computers. This address tally is the only role now for those hand-helds. I was wondering if you could spend a little time talking to us about how those hand-helds and the backup systems behind them worked, and if there has been any thought given to possibly another role, maybe a creative use of the hand-helds between now and census day.

**DR. ROBERT GROVES:** Okay, for the benefit of everyone, there were small hand-held devices that had the capability of recording the addresses and doing a few edit checks on the entries of the addresses, as well as taking GPS coordinates. Those were used successfully in this thing we call address canvassing, the effort in the summer to list all these addresses.

It was judged at that time that the utility of that software for the address building process was fine. Indeed, they performed quite well. That operation finished early. The one set of glitches on the hardware or software on that side were a set of delete operations. We're actually going through this, through a set of feedback we got. Those are running through those right now.

Looking forward, there are no plans to use those hand-held devices in any further operation of the 2010 Census. The reason for that is, the same judgment that led to their use for address canvassing led to the rejection of their use for more complicated operations where we'd actually be using them to talk to residents and filling out the questionnaire.

**QUESTION:** I write for Crain Chicago Business. Can you talk about whether Chicago is any further ahead or behind other major cities, particularly after stopping the use of ACORN to help? Did that have any effect?

**DR. ROBERT GROVES:** I was in the Chicago region just a few weeks ago. Chicago has a wonderful feature of their mobilization for the census that I think is a model for other regions. And that is, a group of local foundations have gotten together, offered small grants to communities throughout Illinois to help them advertise the census to their local community. This is the Joyce Foundation and others.

That has filled the gap in that region that needs to be filled in other regions. State and local governments are in hard times right now. Many of the staff that were used in 2000 for outreach aren't there now because of layoffs and other things. We're relying on volunteer activities at a greater rate than we did in 2000. And those activities of private foundations are filling a gap. And Chicago's a wonderful example of that, I think.

**OPERATOR:** Thank you. Gregory Korte with *The Cincinnati Enquirer*, your line is open.

**QUESTION:** Thank you very much. In talking with some of our local LUCA liaisons, they have a number of frustrations with the address canvassing and the master address file. One is obviously the short deadlines, which obviously can't be helped. But the information they've gotten back from the Census Bureau they say is a little murky in terms of what new addresses have been added. And they seem to be particularly concerned with converted units, things that might have been one use ten years ago, but have been converted into housing units, multi-use buildings. And the impression seems to be that they should get the benefit of the doubt on those units. Could you talk a little bit about that? You mentioned that you're two percent over, I think, in independent estimate of housing units. Where does that estimate come from? And would you rather be two percent over or two percent under? I mean, don't you want to give the benefit of the doubt to at least mailing the form out so that you don't under count?

**DR. ROBERT GROVES:** Yeah. To address that last question, I think we'd prefer to be a little over. Because it doesn't bother us if we send to a unit that isn't inhabitable right now, we won't get a form back. We'll check that no one lives there. We'd rather have addresses on the high side than miss addresses. I'm pretty sure we feel that way.

Let me go to your first point. We've given, both ourselves a lot of work and these local governments participating in this LUCA program a lot of work in a short amount of time. That's your point. We understand that. We're all working real hard. And the purpose of the timelines on this is to make sure we stay up-to-date and we have a complete address list. So I realize the pressure that we're all working under. And I thank them for their cooperation.

With regard to individual appeal processes, the process on this is well specified actually in statute. And that is, there is an independent appeals office that is overseen by the Office of Management and Budget here in Washington that receives those addresses that local areas think are there that we didn't think-- we couldn't find when we went out there. We're going to put those back in if they have passed the appeal process. And we'll follow up on those. So this is the natural process. There's a lot of work, I understand. And some of the materials could be designed better in retrospect. But we're all working hard to make sure this process works. And I appreciate those local city officials who are doing this.

**OPERATOR:** Our next question comes from Hope Yen with the Associated Press. Your line is open.

**QUESTION:** Yes, hi. I was wondering at this point, kind of taking a big picture look of all the preparations you just described, what is your confidence level as to the overall government readiness to undertake this count, both accurately and in a cost-effective way?

**DR. ROBERT GROVES:** Hope, it's a great question. And I think about it every minute of my life. I can answer it in this way. I am much more confident than I was when I came in. I'm more confident than I was at the end of a deep dive into our processes. My confidence is growing, not declining.

But I'm a worrier. So I'm never completely confident. This is a massive, an awesomely massive operation that has a lot of moving parts. We all need to realize that the moving parts all won't work perfectly when they're up and running. There will be bumps along the line. This is the nature when you mobilize this many people to do one piece of work.

The success of this is both our preparation, but also staying light on our feet, when something bad happens, that we calmly, quickly, wisely make repairs. And I am surrounded by a set of colleagues at the Census Bureau who know how to do that quite well. So that gives me great confidence.

**QUESTION:** Could you tell me what the Bureau's latest assessment is in terms of what the estimate of the mail response rate might be next April?

**DR. ROBERT GROVES:** Well, we're working on this right now. We're very close to examining the uncertainties that still remain in the cooperation of the American public. There's sort of two pieces that you have to realize, have to keep in mind when we start talking about return rate.

When we mail out a form to a vacant house (and we will do that over the coming months), it doesn't come back. Sometimes it comes back really quickly. The Postal Service says, "We couldn't deliver to this address." The return rate that's often cited from 2000 is a 67% number. The numerator of that number is all the returned questionnaires. That makes sense. The denominator includes both occupied households and vacant households. The vacancy rate in the



United States in 2010 is going to be larger under our forecasts than the vacancy rate in 2000. That will be a source of low return rates using that same definition.

We need to focus, both on the vacancy rate but also the cooperation rate, the proportion of occupied households that return the questionnaire. And we're focused on that through all our advertising and outreach. That's really important for us. There when we estimate things, there's good news and bad news. The cooperation of the American public for our sample surveys has been declining slightly every year. It's a harder population to measure in some sense.

On the other hand, we've put in place in this decennial census, way before I came, a set of procedures that are good things that should increase that cooperation rate. A short form census is a good thing. Replacement forms are good things. Bilingual questionnaires are good things. And our estimate at the end of all that is that the range of possibilities includes what we achieved in the 2000 Census. So there are a lot of uncertainties that remain. But we think we can still aim for the 2000 rate. That's within the realm of possibilities. It could be worse. It could be better, slightly. So we'll keep estimating this.

I need to remind you one thing. This is a very fragile thing to estimate. An event in the public that changes public opinion about their participation in the census can change that rate, for good or bad. And it's hard to forecast.

**QUESTION:** Brian Naylor from NPR. On that point, I mean, there's been talk about, you know, an anti-government sentiment out there. Is that among your worries? And do you think it's any different now than it was ten years ago? Is this something that might hold down participation?

**DR. ROBERT GROVES:** I worry about everything, as I said. The anti-government sentiment was there in 2000. It was there in 1990. I saw a wonderful advertisement from the 1940 Census that talks about anti-government sentiment. So it is part of the American spirit. It is the population we measure. A lot of our advertising is focused on why, even if you don't trust the federal government, why you can benefit from your participation in the census and why your neighborhood can benefit and your community can benefit, and also why it's safe, how the Census Bureau is detached, independent from enforcement agencies, how we have this law that puts us, all the Census Bureau folks in jail for five years if there's a breach.

So this is a pretty tight system. We can say this honestly. And we try to deliver that message, both by ourselves, but also by trusted voices in the community, people who share those sentiments about the federal government, but understand that the census is a different part of the government than the parts they fear.

**QUESTION:** You mean local community leaders?

**DR. ROBERT GROVES:** Local community leaders, down to the block level. In my travels in this role, I'm going to senior citizen centers where some people in the room are undocumented. They've been undocumented their entire life. And they're working with their service providers to understand this process. What is this American census? How is it safe? Why is it useful to

respond to it? That's the key in our belief. You've got to get down to the local level to get effective communication.

**STEPHEN BUCKNER:** Okay, we're going to do two or three more questions. Let me go onto the phone, then we'll come back.

**OPERATOR:** Our next question from the phone lines from John McCormick with Bloomberg News. Your line is open.

**QUESTION:** Hi, thanks. John McCormick, Bloomberg News. Dr. Groves, you've touched on this a little bit, but the economy is in the worst shape probably since the 1930 Census. What advantages and disadvantages does that offer to the count? And what are you folks doing specifically to address the challenges in terms of vacancies, so forth?

**DR. ROBERT GROVES:** As your question implies, there's good news and bad news here. The horrible recession has benefited us in an indirect way. Our applicant pool contains a set of people with experience and background and training that is unprecedentedly rich. If you visit our local census offices that are being staffed right now, you'll see people with skills and teamwork experience that we will benefit from, the country will benefit from in the decennial census.

So the high unemployment rate has helped us. As your question implies, there are other things that are bad news. The vacancy rate through foreclosures and other reasons that people are living in homes that they were trying to buy, hurts us. It means that we're going to mail out a lot of forms to units where no one lives. Now, there's nothing wrong with that. The forms won't come back. But we have to check on that. And we'll call back on those houses from May through July. We're going to spend a lot of money determining that those houses are really vacant. So there's a cost to the 2010 Census of this vacancy rate.

There's another impact of this. Those people went somewhere. Many of them are in doubled-up housing with relatives and friends. We're trying to get the word out (and you can help us) that people need to be counted where they're living, even if they don't, in their own mind, think that they'll live with their brother-in-law the rest of their life. They're just temporarily there. That is their usual residence. They have no other residence. We want them counted where they're living. And getting that word out is important for us, all of us to work on.

**STEPHEN BUCKNER:** Okay, so we have two more questions, Deb. Then, I'll finish up with you, Max.

**QUESTION:** Deborah Berry with Gannett again. Mr. Groves, there's some concerns or could you address some of the concerns by some groups about not having availability of putting down country of origin on the short questionnaire? A few groups are there, but several others aren't. And they're raising some concerns about that.

**DR. ROBERT GROVES:** So all of your press kits have one of the questionnaires in it. And you'll see that ethnicity is one of the questions. A wonderful thing to do if you have nothing to do one weekend is to look at how that question has been asked over the decades. Every decade

almost, it changes as our country changes. This is always a question about which there are debates when the census arises. And these debates are good. There are many people who look at that question and say, "I don't see how I fit in exactly. It's kind of hard for me to classify myself in the categories you've given us. I don't think of myself in these categories."

And for them, we have a box at the bottom that says, "If you don't fit in any of the checkboxes above, write down how you think of yourself in ethnic terms." There are 30 spaces in that box. I was with a group of Indian tribe leaders. And we know when there's tribal intermarriage and they'd like to put both tribes down, and it goes beyond thirty characters – this is a tough job to get right. But that's where we want them to write in what they call-- how they think of themselves. And that's how we're handling it in 2010.

This will always keep changing in this country as it becomes more and more diverse. And identification changes over time, self-identification changes.

**QUESTION:** Max Cacas from Federal News Radio again. Dr. Groves, arguably the 2010 Census is sort of the Super Bowl for people in your profession, in the statistical field and social research field. I was wondering if you could talk about [simultaneous conversation]--

**DR. ROBERT GROVES:** We think of it as March Madness [simultaneous conversation]--

**QUESTION:** March Madness. Very good, sir. Could you tell us, sir, about the disconnect, if there is one, between what you need to do to manage the census professionally in Suitland, at the very big offices that you have around the country, and the understanding and expectation that the average American might have about how the census works, how it's going to affect them? You know, what does that do in your thinking, in your planning for the management of the census?

**DR. ROBERT GROVES:** First of all, about the census, you know, being a statistical geek like I am and my colleagues are, we are reminded every ten years how the rest of the country sort of goes on without thinking much about the census for that ten-year period. We have a massive reeducation process challenge every ten years about the basics. So why do we do a census? What's it all about? Why was it in the Constitution? How do I actually do it? You mean I fill out a form? Do you try to measure everyone?

The questions are at that level. And we're answering those questions now through all of our outreach. We have to start at a fairly low level, and we build up over that time. That process is part of the process of a professional, scientific organization when you measure the public. These aren't in conflict at all. Our job as scientists is to construct designs that effectively measure the population that we're interested in and the economy that we're interested in. You can't do that at your desk completely well. You have to know and understand the population you're measuring.

So a professional scientist who measures populations has to understand the populations you're measuring to be a good scientist. And those things are together.

**STEPHEN BUCKNER:** Thank you. That does conclude the operational press briefing for today. I'd like to go over a couple communications milestones that are going to be coming up

and probably give you an estimate, when we might meet again. I know it's a very busy holiday period right now, but January is a very busy month for the Census Bureau. On January fourth, we'll be launching a national 2010 Census road tour across the country. You'll see some more information come in out of that from our offices.

And then also, our paid media launch ads start airing on January 18th. We will be doing a big kickoff of the paid media campaign here in D.C. on the 14th. So look for more details on that. As well as the first enumeration of the country — Dr. Groves will be going to Alaska to participate in the first enumeration of a remote Alaskan village. And that's on January 25th.

So again, look for some of these key dates, and we'll keep you posted on all the developments. If we didn't get to any of your questions on the telephone, please feel free to e-mail or call the Public Information Office, and we'll get those in front of Dr. Groves or respond to you as quickly as we can. Once again, thank you very much for attending. Have a great day.

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